

Rep Order# 6815956 Ver# 1 Status New
EC# No

Traffic Order# 769551

Printed: 05/16/2012 11:21 AM
Last Received: 05/16/2012 11:08 AM
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 552
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/552
Flight Dates 05/24/2012 - 05/31/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 1,050
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | F | 10P-11P | FOX-NEWS AT 10< | :60 | \$350.00 | 05/25-05/25 | 1 | 1 | 1 | \$350.00 | |
| | 2 | TU | 10P-11P | FOX-NEWS AT 10< | :60 | \$350.00 | 05/29-05/29 | 1 | 1 | 1 | \$350.00 | |
| | 3 | TH | 10P-11P | FOX-NEWS AT 10< | :60 | \$350.00 | 05/31-05/31 | 1 | 1 | 1 | \$350.00 | |

---REPORT TOTALS---

Report Totals: 3 / \$1,050.00

---SALES MONTHLY TOTALS---

May 12: 1 / \$350.00 Jun 12: 2 / \$700.00
Sales Totals: 3 / \$1,050.00
Station Totals: 3 / \$1,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$26,250 | CATV | 0% | WNCT | 0% | WNWO | 7% | WTOL | 45% | WTVG | 44% |
| | | WUPW | 4% | | | | | | | | |

---COMPETITIVE COMMENTS---

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COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA351

--- CREDIT RISK ---

CASH IN ADVANCE